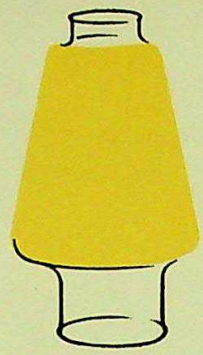
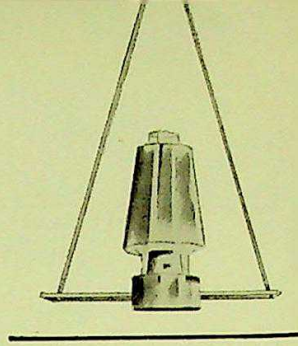
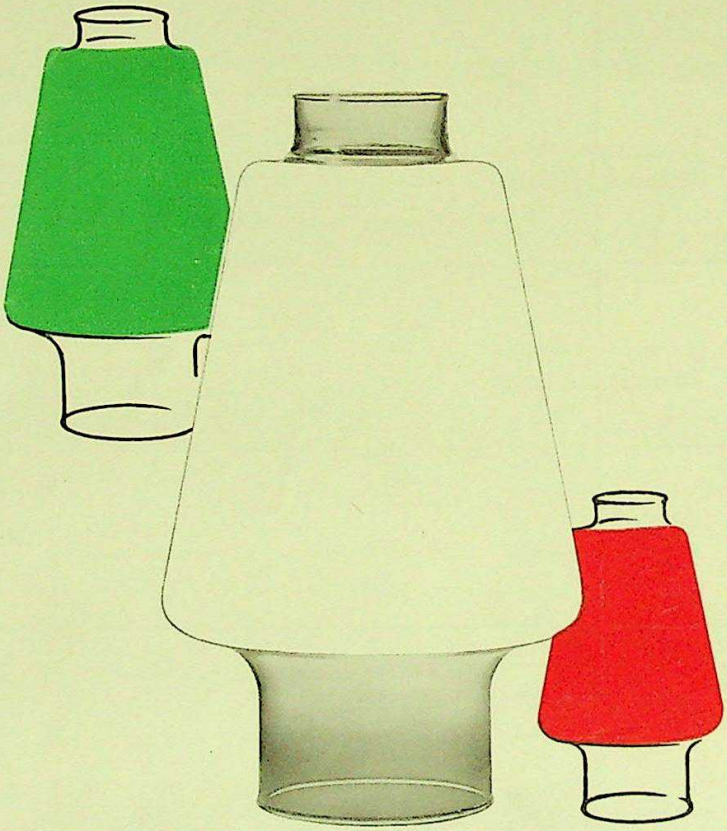
SALES HAPPEN

when your imagination





gets together with the CORNING MODERN HOODED



Corning modern hooded chimney fired polished rims provide extra strength and safety. With 3″ fitter, 8¾″ high. Packed to arrive safely.

Inspire your imagination with its easy-to-work-with uncomplicated lines and its four fired-on colors . . . red, green, yellow and satin white.

Tour the gallery of lamp designs on these pages. Then turn your imagination loose with pad and pencil. You'll come up with a complete new catalog of best-selling lamps.

You'll be delighted with the results . . . and you'll see customer pleasure expressed in generous orders.

Besides sending sales up, the Corning modern hooded chimney gives you production advantages. Just one chimney simplifies ordering and inventory and helps cut costs, too.

We will gladly give you complete ordering and shipping information.

Profitable information on all Corning residential lightingware is yours in this bulletin. Mail the coupon for your free copy.

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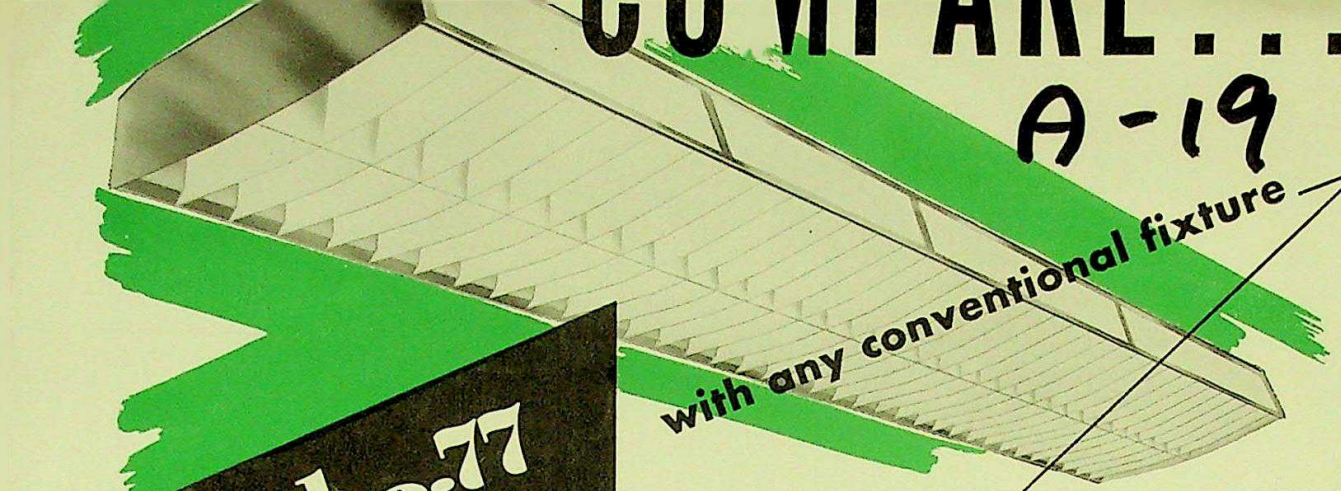
COMPARE...

A-19

with any conventional fixture



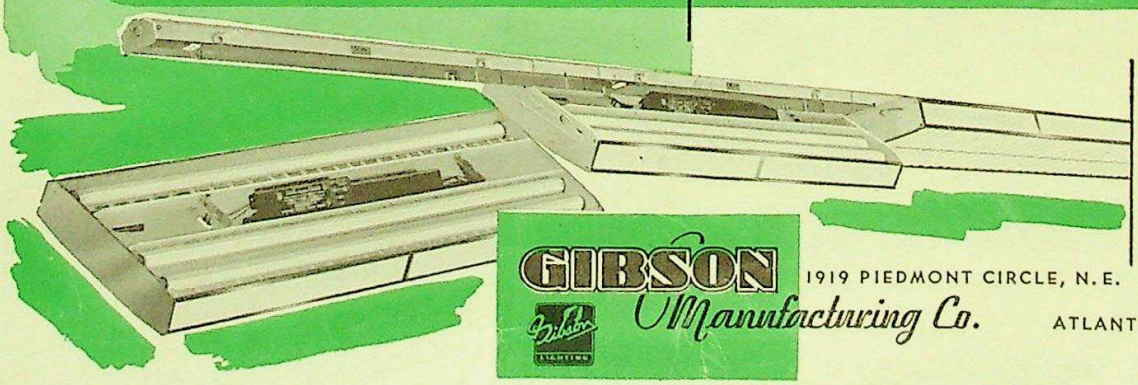
ortho-77

Reg. U.S. Pat. Off. Applied For

TRADE MARK
. . . PATENT
APPLIED FOR

Exclusive on the Ortho-77 is the Uni-Race channel for automatic alignment, the Plug-in Socket for safe handling without disconnecting the circuit and unheard of flexibility, and the rugged V channel with integrated construction for permanence of shape.

Ortho-77		Conventional
Reports show savings up to 50% in installation costs with the Ortho-77, which means that you can buy the Ortho-77 *installed* for the same price as ordinary fluorescent fixtures.	**OVERALL COST**	Installation costs of ordinary fluorescent fixtures average nearly *twice* that of comparable Ortho-77 installations. Although initial costs are in some instances lower, the overall installed cost of the Ortho-77 is favorable.
Uni-race sections can precede fixtures to the job. Easily and quickly mounted, they assure positive, permanent straight alignment automatically. Fixtures may be shipped when the building is ready for occupancy and can be hung without tools in minimum time.	**INSTALLATION**	In conventional installations, heavy fixtures often must be handled many times on the job. Permanent alignment is frequently difficult to maintain without accessories. Because of the tools and handling necessary, it is difficult to keep fixtures clean in mounting.
Fixtures of same wattages are interchangeable on the same Uni-Race. Lighting levels can be raised from two to four lite in a matter of minutes, or fixtures can be mounted at spaced intervals and made continuous anytime later without tools in a minimum of time.	**FLEXIBILITY**	Conventional fixtures offer virtually no flexibility in so far as fixture interchange or change of lighting layout is concerned.
Ballast replacement can be made in a matter of minutes by changing fixtures instead of parts. Repairs can be made in the shop at will and service on the line will not be interrupted *even while changing fixtures.*	**MAINTENANCE**	With conventional fixtures, it is necessary to suspend service on the entire circuit to make repairs. Frequently the working area is disrupted for several hours while this is being accomplished.



WRITE TODAY for descriptive folder giving details of the Ortho-77

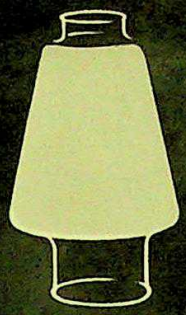
GIBSON Manufacturing Co.

1919 PIEDMONT CIRCLE, N. E.
ATLANTA, GEORGIA

A-19

SALES HAPPEN

when your imagination



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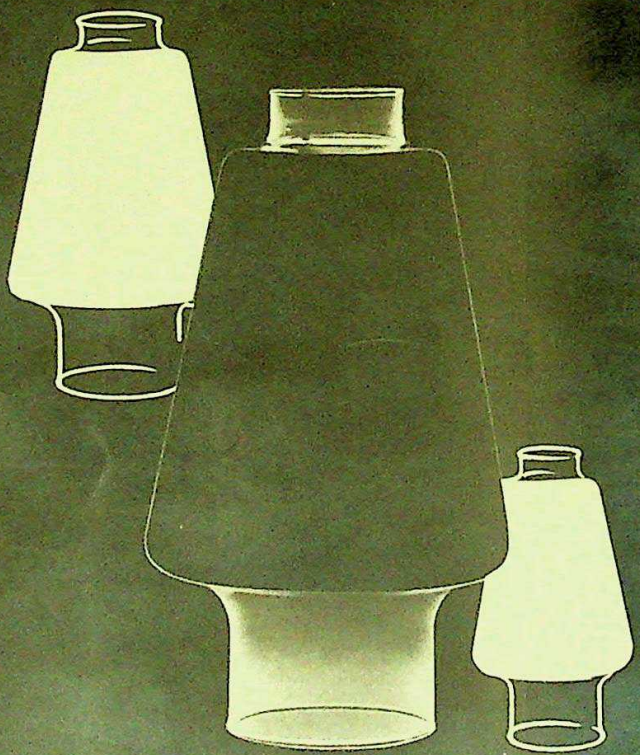

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CX CROSS REFERENCE from Examiner

XR 114,140

49. GLASS.
Processes,
Molding.

J. H. HOBBS, C. W. BROCKEMIER & W. LEIGHTON, Jr.

MANUFACTURE OF LAMP SHADES.

No. 114,140. Patented Apr. 25, 1871.

Fig. 1.

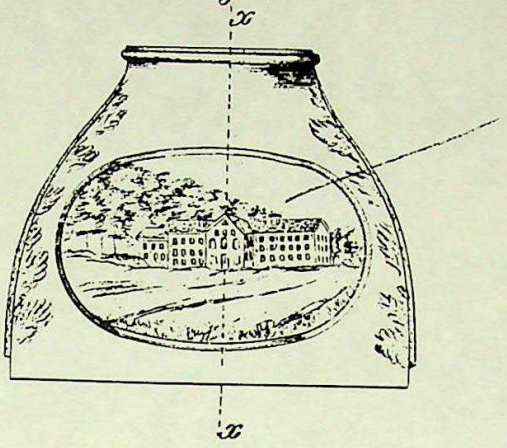


Fig 2.

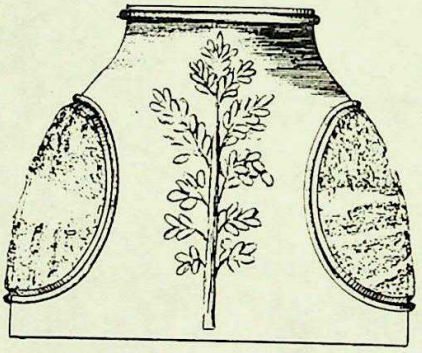
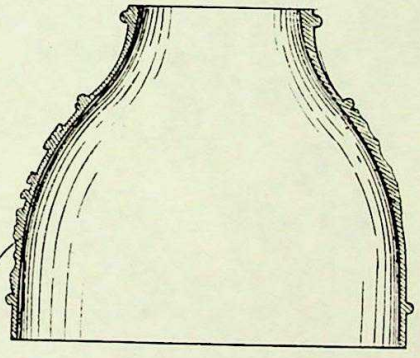


Fig 3.



The specification

J. H. Hobbs
C. W. Brockemier
W. Leighton
Inventor.

Witnesses.
A. Ruppert
C. F. Clausen

D. P. Holloway & Co
Attys

THE NORRIS PETERS CO. PHOTO-LITHO. WASHINGTON, D. C.

United States Patent Office.

JOHN H. HOBBS, CHARLES W. BROCKEMIER, AND WILLIAM LEIGHTON, JR., OF WHEELING, WEST VIRGINIA.

Letters Patent No. 114,140, dated April 25, 1871.

IMPROVEMENT IN MANUFACTURE OF LAMP-SHADES.

The Schedule referred to in these Letters Patent and making part of the same.

To all whom it may concern:

Be it known that we, JOHN H. HOBBS, CHARLES W. BROCKEMIER, and WILLIAM LEIGHTON, Jr., all of Wheeling, in the county of Ohio and State of West Virginia, have invented certain Improvements in Shades for Lamps and other Lights; and we do hereby declare that the following is a full, clear, and exact description thereof, reference being had to the annexed drawing making part of this specification, in which—

Figure 1 is an elevation of our improved shade, showing a landscape encircled by a border and portions of a branch of a tree or of a vine.

Figure 2 is also an elevation, showing a portion of two landscapes and the branch in elevation.

Figure 3 is a transverse section on line $x\ x$ of fig. 1, showing some of the differences in the thickness of the different parts of the views.

This invention relates to shades for lamps, gas-lights, and other lights; and

It consists in forming upon the surfaces of such shades, when made of hot-pressed porcelain or other semi-opaque and semi-liquid or vitreous substances, landscapes, vines, branches of trees, flowers, and other figures, by causing portions thereof to be of greater thickness than are other portions of the same figures, in order that, when the light is caused to shine through the shades or the figures formed upon them, it shall be allowed to pass more freely at some points than at others, and thus gives the figure somewhat the appearance of a painting, the thicker portions appearing much darker than the thinner portions when viewed from the side which is opposite to the one upon which the light is shining.

We are aware that figures have been formed upon plates of porcelain, which figures, when presented to the light, would produce an appearance similar to ours, and that this appearance is caused by the fact that the material of which they are made is semi-opaque and of different thicknesses; and we are further aware that those plates have been set in frames and used for shades for lamps and other lights. But we are not aware that such plates, or any other forms of shades having the peculiar properties for transmitting rays of light which ours has, have ever been formed by pressing the porcelain or other material into molds while it is hot or in a semi-liquid condition, such molds being provided with the inequalities upon their inner surfaces necessary to give to the article pressed different thickness in the different parts thereof.

The state of the art as above described being admitted, it follows that the feature of novelty in this case consists in making shades for lights out of the materials named by pressing them into molds while such materials are in a highly-heated and vitrified condition, such molds being so constructed upon their inner surfaces as to give such a form to the article pressed as to produce the effect above described.

To enable those skilled in the art to make and use our invention, we will proceed to describe it with reference to the accompanying drawing.

Each of the figures represents a shade for lamps or other lights, which has formed upon it figures representing landscapes, and upon two of them is shown a branch of a tree. It is apparent, however, that other figures or forms of ornamentation may be formed upon the molds in which the shades are made, the only requisite being that the construction of the interior of the mold should be such as to give the required thickness to the different parts of the figure or ornamentation, such difference in thickness amounting to one-eighth of an inch, more or less.

When the molds have been prepared the material, while in a semi-liquid or highly-heated state, is introduced therein, and the requisite amount of pressure is brought to bear upon it to force it into the depressions formed upon its interior surface; and after it has become sufficiently cooled it is removed from said mold, when, by placing it upon or over a light, it will be found to give the appearance above described.

What we claim as our invention, and desire to secure by Letters Patent, is—

The manufacture of ornamental shades or globes for lamps or other lights by pressing the above-described material in molds while it is in a semi-fluid condition, the molds being so constructed as to give to the shades irregular thicknesses substantially as and for the purpose set forth.

In testimony whereof we have signed our names to this specification in the presence of two subscribing witnesses.

JOHN H. HOBBS.
CHAS. W. BROCKEMIER.
WILLIAM LEIGHTON, JR.

Witnesses:
CHAS. N. BRADY,
BERNHARD LEWODAG.